

# CLICK IT or TICKET!

USAREUR Safety

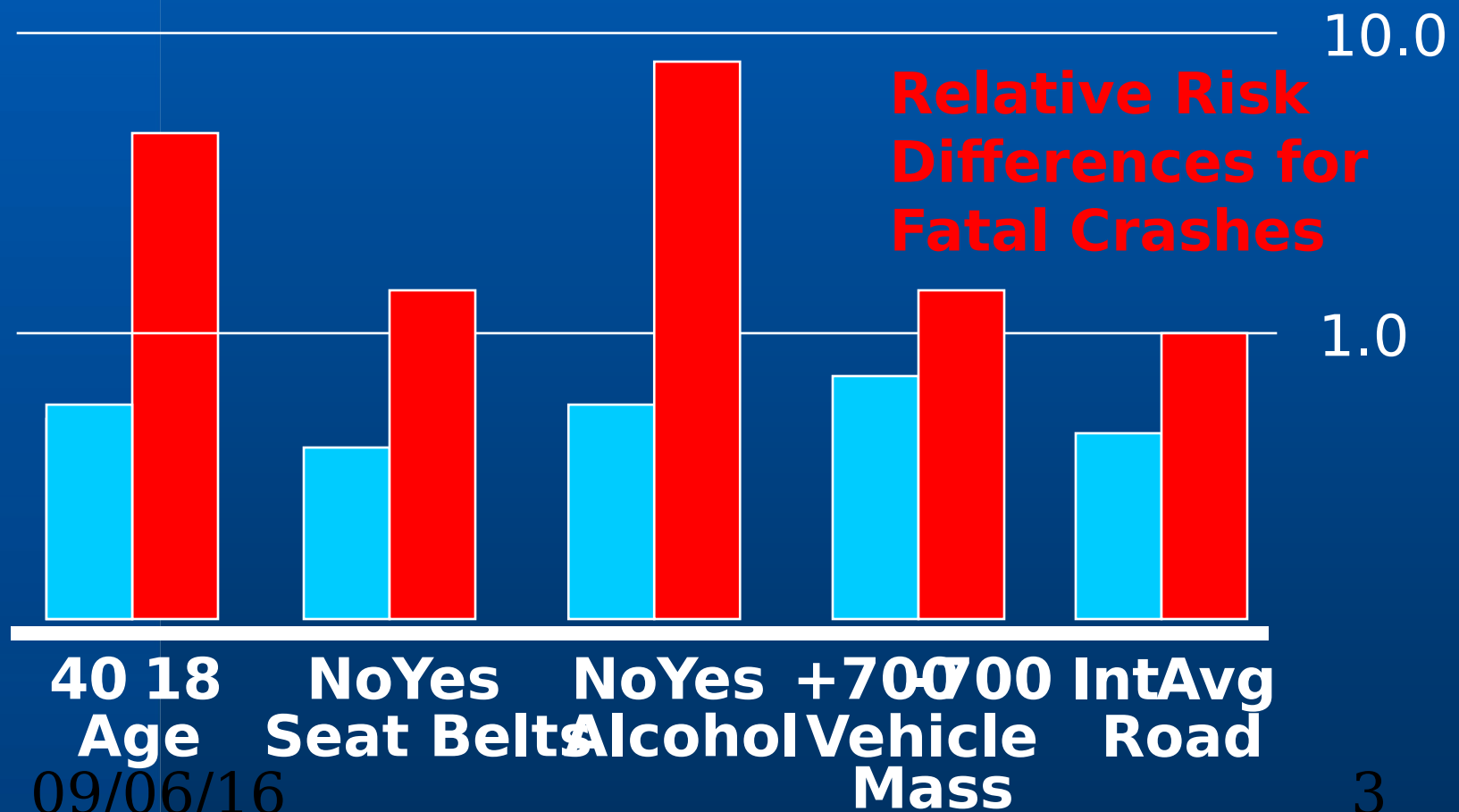


# **National Highway Safety Summit**

- **Representatives from NSC, DOT, NHTSB, MADD, IACP, IIHS, NAGSHR**
- **Recommendation:**

**Increase Seat Belt Use!**

# Risk Management



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- **“Best Practice” – Presidential Initiative  
for Increasing Seat Belt Use  
Nationwide**
- **US Marine Corps**
- **North Carolina**

**FOR MORE INFO...**

**University of North Carolina Highway Safety Research C**

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- **Key Ingredients:**
  - **Aggressive High Visibility Enforcement**
  - **Widespread Promotion of Enforcement Efforts**

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- **4 - Steps for Success:**
  - **Demonstrate Effectiveness**
  - **Bring ALL Law Enforcement Resources to Bear**
    - **Military**
    - **Local**
    - **County**
    - **State**
  - **Aggressive Promotional Plan with Clear Enforcement Message**
  - **Enforce & Publicize, Repeat Again & Again**

# **White Paper: Teenage Seat Belt Use**

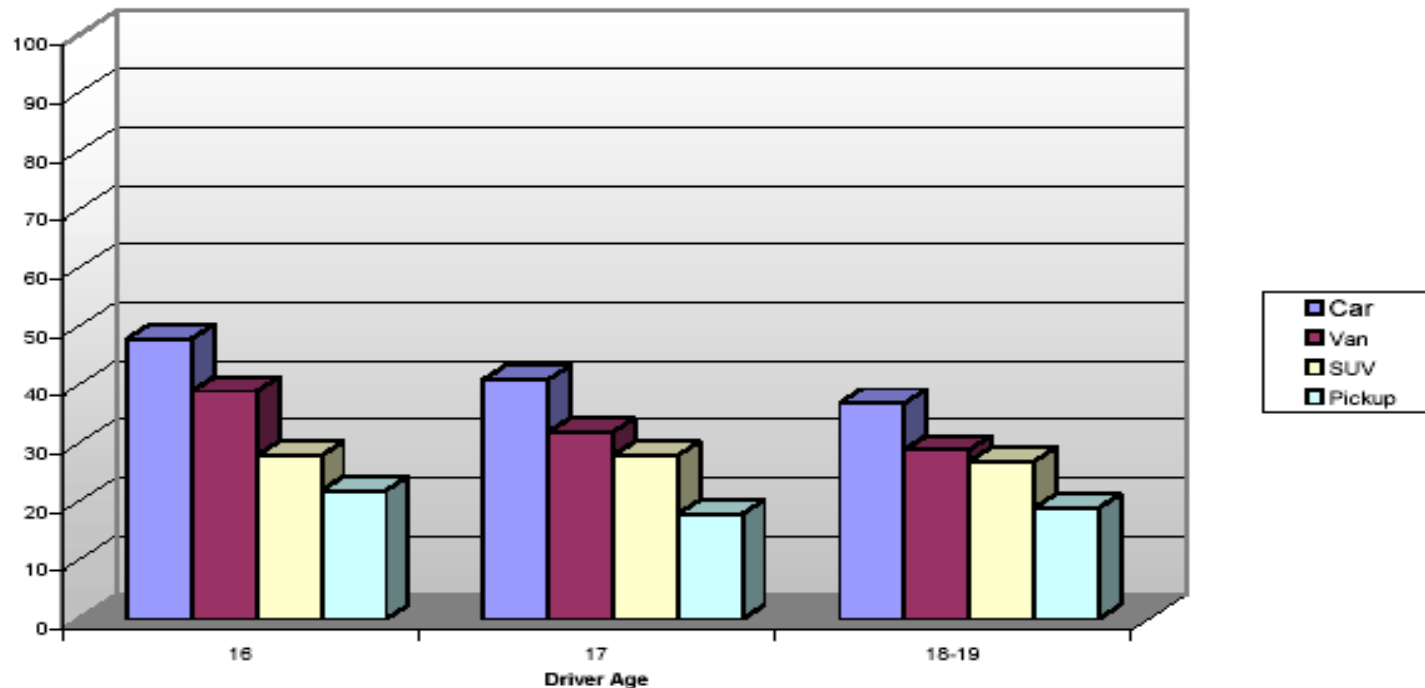
# **White Paper: Teenage Seat Belt Use**

- **Risk Factors...**
  - **Drive at the highest risk times**
  - **Least safe cars**
  - **Lowest rates of seat belt use**
  - **Higher rates of speed**
  - **Higher incidence of alcohol use**
  - **Poorest perception of risk**
  - **Multiple fatality crashes**



# White Paper: Teenage Seat Belt Use

Percent Belt Use among Fatally Injured 16, 17, and 18-19 Year-Old Drivers by  
Type of Vehicle  
1995-2000 FARS

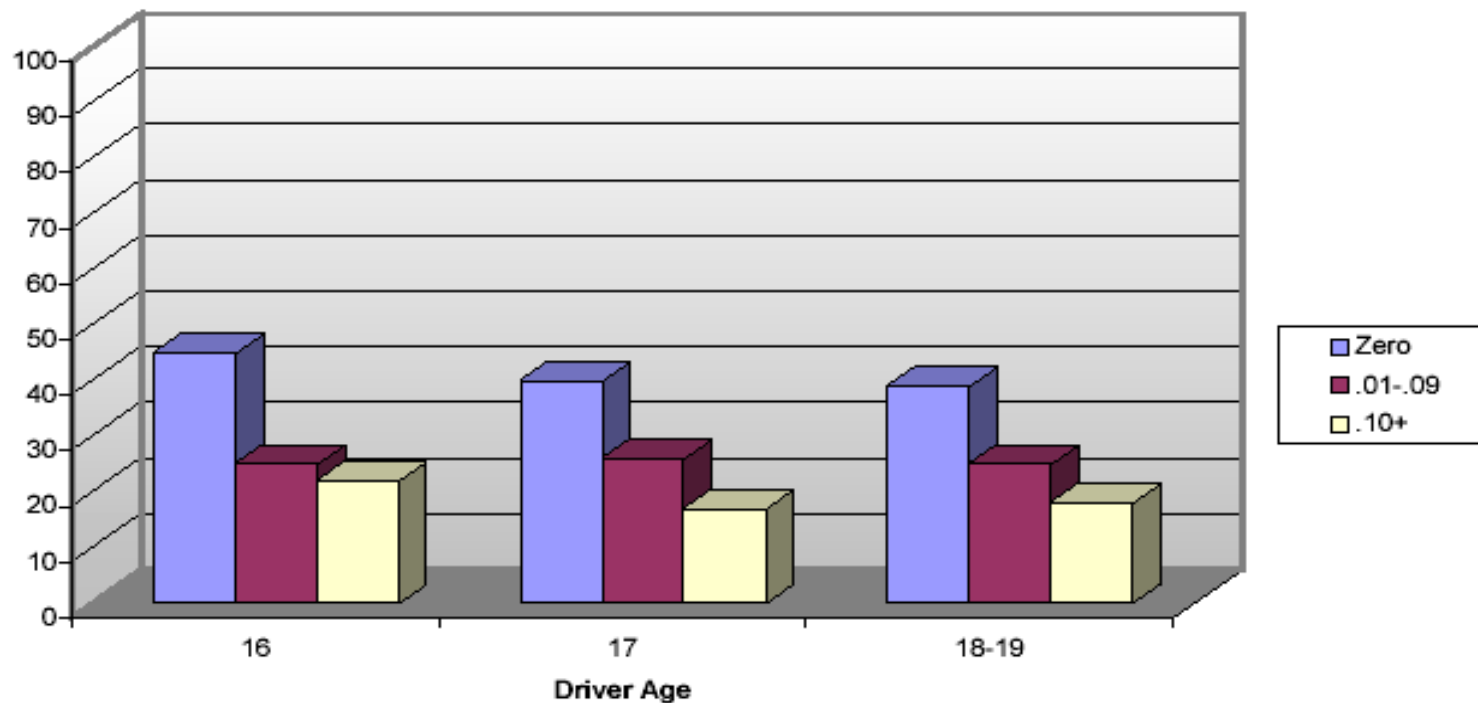


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Type of Vehicles

# White Paper: Teenage Seat Belt Use

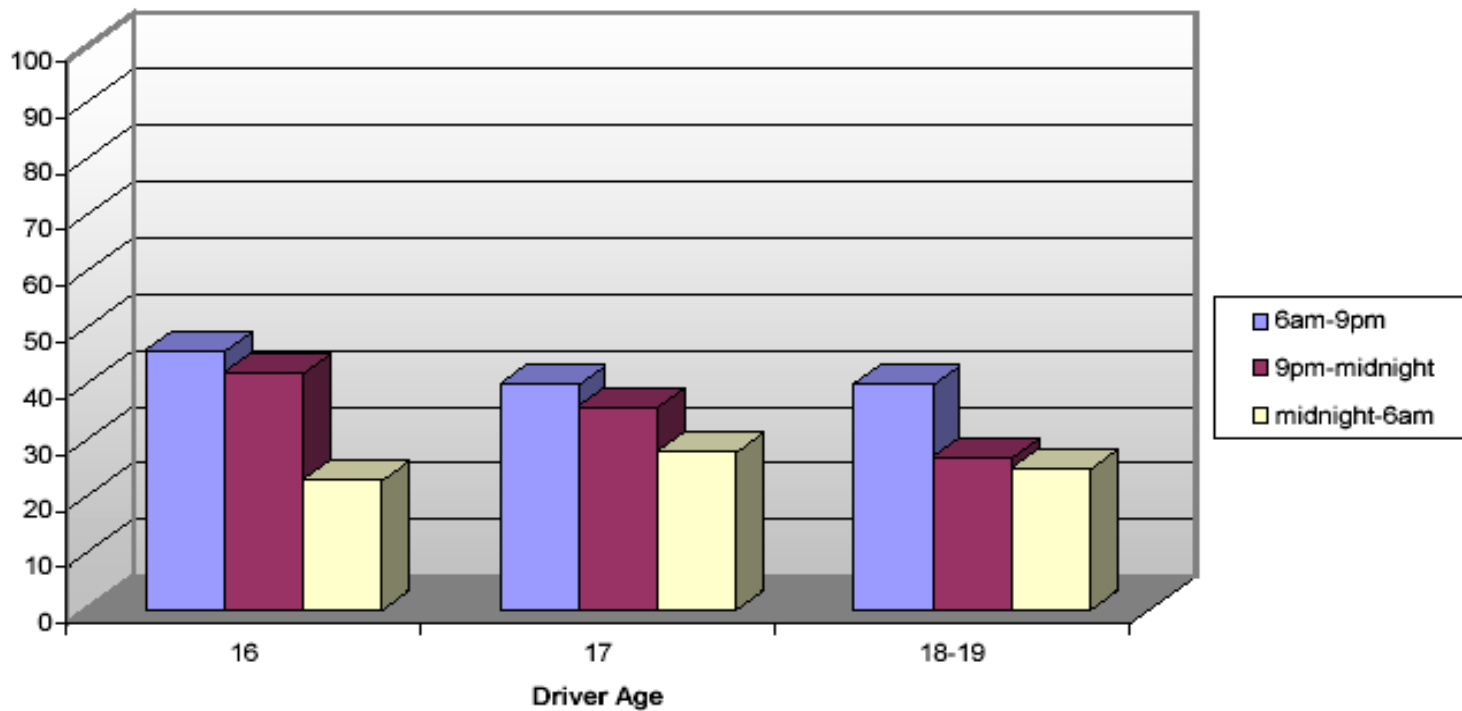
Percent Belt Use among Fatally Injured 16, 17, and 18-19 Year-Old Drivers by BAC  
1995-2000 FARS



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# White Paper: Teenage Seat Belt Use

Percent Belt Use among Fatally Injured 16, 17, and 18-19 Year-Old Drivers by Time of Day  
1995-2000 FARS



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Time of Day

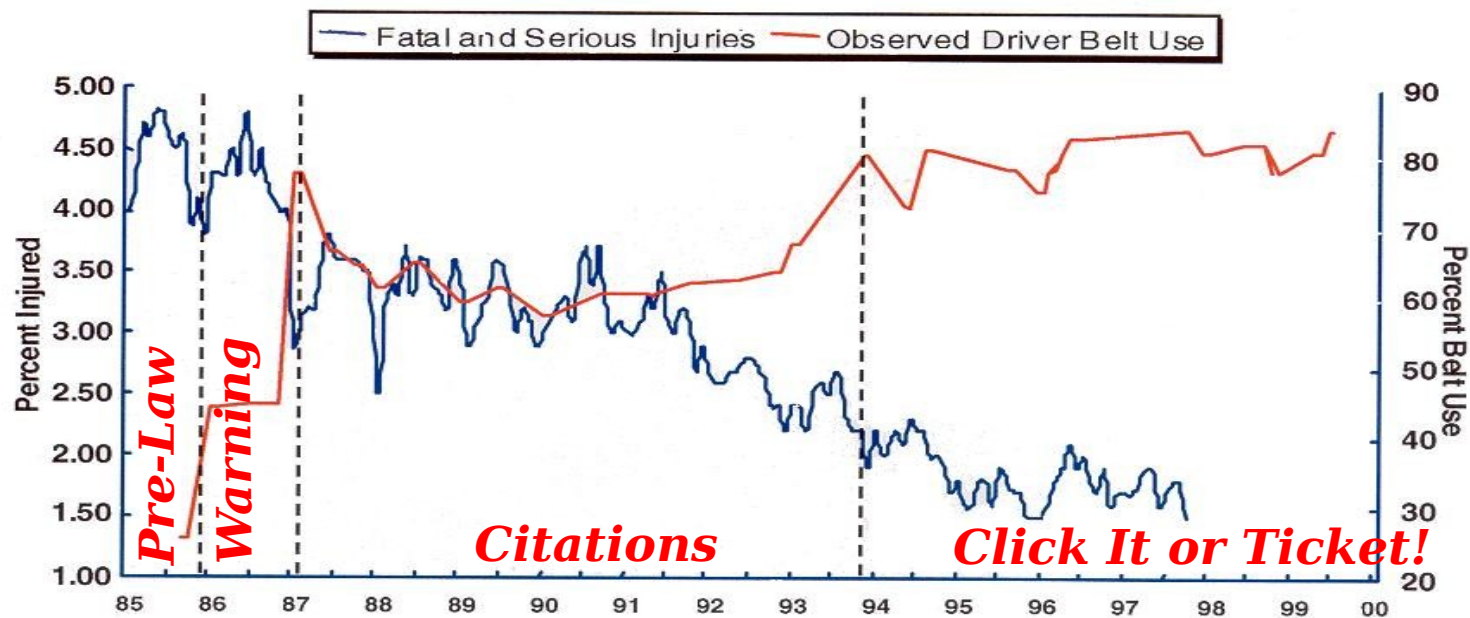
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# CLICK IT or TICKET!

- **North Carolina...**
  - **Seat Belt Use Up 17%**
  - **Injuries & Fatalities Down 14%**
  - **Health Care-Related Cost Savings \$135M**

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**NC Driver Seat Belt Use and Covered Occupant Injury Rates  
1985 - 1999**



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- **Our Goals...**
  - **Reduce fatalities and serious injuries**
  - **Target young drivers**
  - **Encourage behavior modification through ...**
    - **Public Awareness**
    - **Education**
    - **Enforcement**

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- **Our Plan...**

- **Conduct seatbelt compliance checkpoints during long weekends**
- **Coordinate enforcement with host nation police**
- **Strict enforcement:**
  - **1<sup>st</sup> Offense - 7 Day Loss of License**
  - **2<sup>nd</sup> - 30 Days**
  - **3<sup>rd</sup> - 6 Months**
  - **Points**
  - **Euros 30**

# CLICK IT or TICKET!

- **Our Results...**
  - **Change in Behavior**
  - **Increase in Seat Belt Use - 77%**
  - **Reduction in Fatal Traffic Accidents**
  - **Reduction in Traffic Accident Injuries**
  - **Increase in DUIs**
- **Identified alcohol as an issue as a result of stopping vehicles during the**  
**CLICK IT or TICKET! Campaign**



# Results

## 2002

	<u>Vehicles</u> <u>Checked</u>	<u>Tickets</u> <u>Issued</u>	<u>%</u>	<u>MPs</u>	<u>Host Nation</u> <u>Police</u>
4 Jul 02	11,889 414	3.48%		308	106
Labor Day	21,502 337	1.57%		196	141
Veterans Day	17,216	110	0.64%		110 N/A
Christmas	21,478 207	0.96%	184	23	
Presidents Day	20,984	133	0.63%		133 N/A
Easter	21,241 135	0.63%		135	N/A
Memorial Day	<u>25,841</u>	<u>175</u>	<u>0.65%</u>		<u>169</u> <u>6</u>
	141,151 1,511	1.07%	1,235	276	

# Results

## Labor Day Comparison (2002 / 2003)

<u>Vehicles Checked</u> <u>Police</u>	<u>Tickets Issued</u>	<u>MPs</u>	<u>Host Nation</u>
21,502 / 21,756 141 / 0	337 / 79	196 / 79	

### 2003

- 25 Citations issued for passengers not wearing seatbelts or using restraint devices
- 2 Second-Time Offenders

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# Results

## Age\*

<b>18-25</b>	<b>64</b>	<b>37.8%</b>
<b>26-35</b>	<b>34</b>	<b>20.1%</b>
<b>34-41</b>	<b>23</b>	<b>13.6%</b>
<b>42-49</b>	<b>19</b>	<b>11.2%</b>
<b>50+</b>	<b>29</b>	<b>17.1%</b>

# Results

## Grade\*

<b>E1-E5</b>	<b>41</b>	<b>24.2%</b>
<b>E6-E9</b>	<b>12</b>	<b>7.1%</b>
<b>O1-O3</b>	<b>8</b>	<b>4.7%</b>
<b>O4-O5</b>	<b>6</b>	<b>3.5%</b>
<b>DAC 36</b>		<b>21.3%</b>
<b>FM 26</b>		<b>15.3%</b>
<b>CIV 11</b>		<b>6.5%</b>
<b>LN 29</b>		<b>17.1%</b>

# Booze It and Lose It

## Easter Weekend Comparison (2002 / 2003)

Totals:	21	16
Drunk Driving (BAC $\geq$ .10)	13	10
DUI (BAC .05 - .09)	8	6
Second Time Offenders	2	1
On Post	2	2
Off Post	19	14

# Booze It and Lose It

**Ranks:** E1-E4 10 / 48% 12 / 75%

E5-E7 6 / 28% 3 / 19%

E8-E9 0 / 0% 0 / 0%

O1-O3 0 / 0% 1 / 6%

Civ/FM 5 / 24% 0 / 0%

**Ages:** 18-24 13 / 62% 7 /  
44%

25-34 6 / 28% 9 / 56%

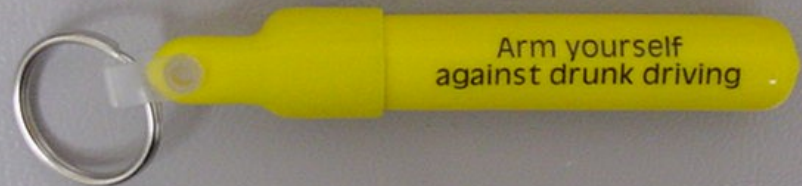
35-Over 2 / 10% 0 / 0%

# Analysis

- **Increase in individuals apprehended off post - 89% vs. 63%**
- **Decline in DUIs ( - 47%)**  
**Population down - 35% due to deployments**
- **Questionnaire revealed individuals knew risks involved but thought they were not too intoxicated to drive**

# Booze It and Lose It

- Our Response...





# Lessons Learned

- **Periodic Enforcement Emphasis Effective**
- **Aggressive Media Campaign Essential**
- **Maximize Information Prior to Enforcement**
- **Community Involvement Critical**

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- **Additional Benefits...**
  - **Take a “bite out of crime”**
    - **Stolen Vehicles**
    - **Fugitives**
    - **Firearms Violations**
    - **Felony Drug Violations**
    - **Driving Under the Influence (DUI)**
  - **Reduction in Alcohol-Related Accidents**
  - **Proceeds Targeted for Good Causes**

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- **Advantages...**
  - **Effective Working Partnerships**
  - **Community Support**
  - **Fact Sheets**
  - **Media Information**
  - **Free Support Materials**

# **National Mobilization Nov 17-30**

## **National Crackdown Dec 19-Jan 4**

- **National seat belt enforcement campaign**
- **Military partnering with**
  - **Air Bag & Seat Belt Safety Campaign**  
**and**
  - **National Highway Traffic Safety Administration**

